



Missouri Travel Barometer
May 2015 Report
(Data available as of 06/12/15)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

May Report Highlights

Lodging Statistics: 2015 Calendar Year to Date through April

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy and Demand while other states are showing stronger growth in ADR and RevPAR.

Missouri Lodging:

Demand up 4.9% -- Occupancy up 4.2% -- ADR up 4.4% -- RevPAR up 8.7%

SIC Tourism business sales and tax collections: 2015 Calendar Year to Date through March

- For FY14, a 4.9% (\$540.8 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- In CY14, a 5.2% increase (\$592.4 million) is indicated from preliminary reports on 17 SICs for Jan-Dec
- For CYTD15, a 7.1% (\$185.9 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Mar

Website Visits: 2015 Calendar Year to Date through May

- Total web visits (main site and mobile visits) were up 37.4% for May CYTD compared to the same period in 2014
- Total web visits (main site and mobile visits) were up 22.7% for May 2015 compared to May 2014

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2015 Calendar Year to Date through May

- 68,994 responses for 2015 YTD – an increase of 59.4%
- Expansion Markets are showing the largest percentage of growth—120% YTD

Welcome Center visits: 2015 Calendar Year to date through May

- For CY 2015 the centers are down 16.9% for May CYTD compared to the same period in 2014
- For the month of May only compared to last May, there was a 17.9% decrease

Commercial airport deplanements: 2015 Calendar Year to Date

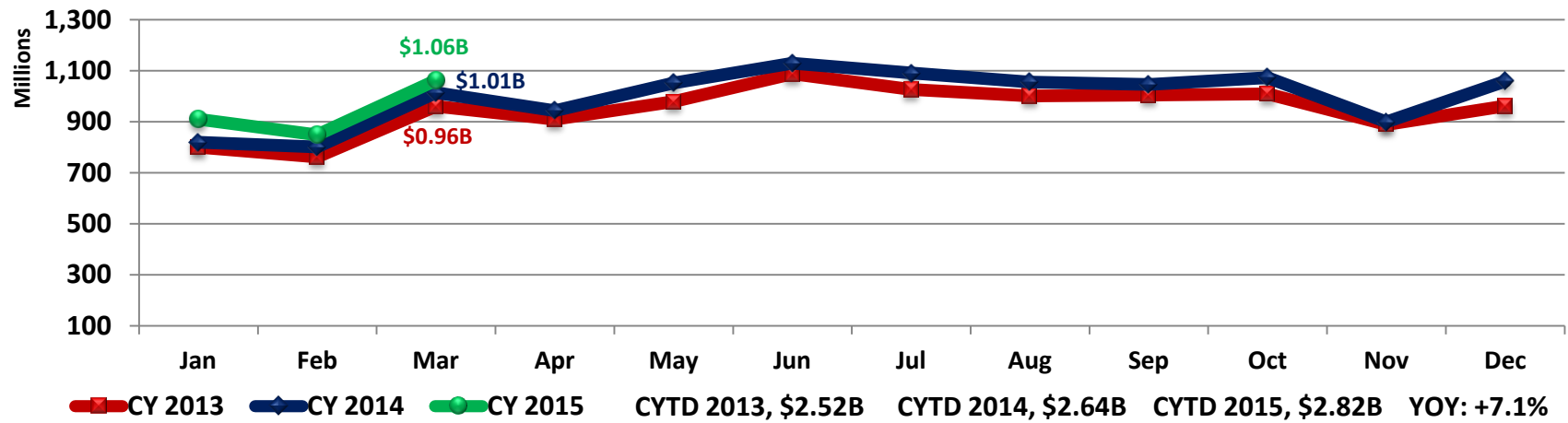
- KC up 5.4% for Jan - April 2015
- St. Louis up 2.2% for Jan - March 2015
- All airports up 3.3% for Jan - March 2015

nSight-Searches and Bookings on third-party travel websites

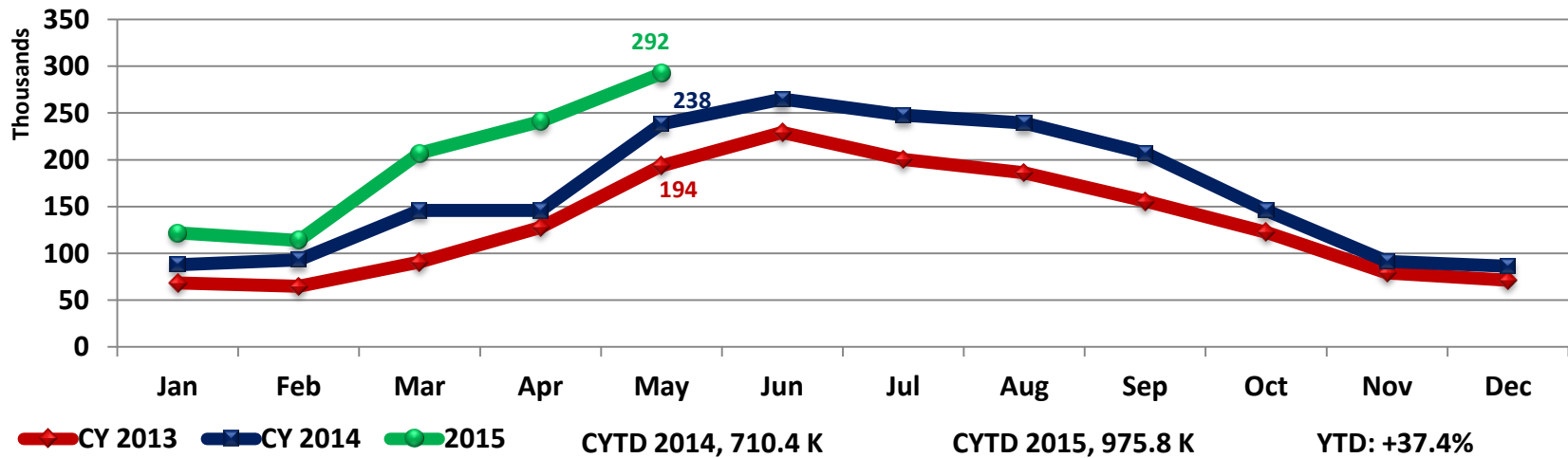
- Conversion for travel (Booking) to Missouri across third-party sites was up 42.8% YOY for May
- Bookings from Boston were up 56%, San Francisco up 44.3% and Chicago up 41.7%. by YOY comparisons for May
- Top 5 booking international cities were Toronto, Berlin, London, Vienna and Vancouver
- Volume for third-party travel site searches for June 1 – July 30 shows 10.41 million searches for Missouri

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight

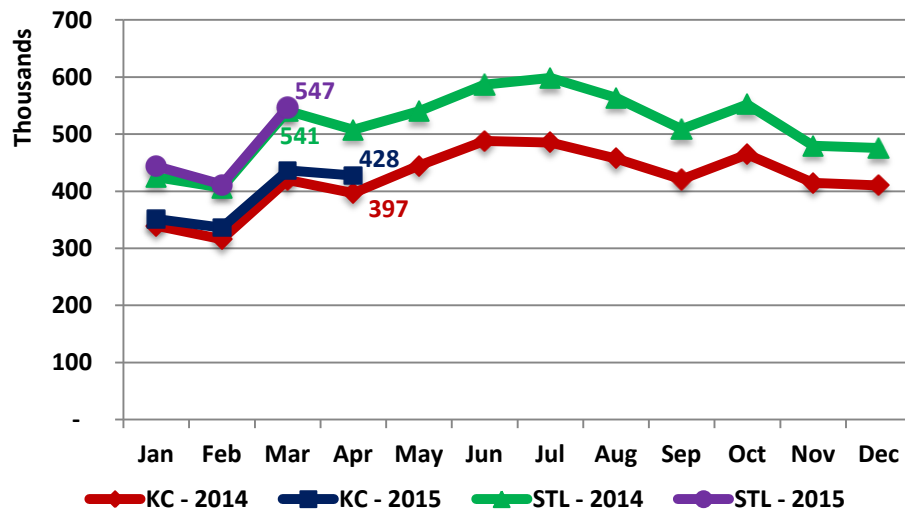
Sales Revenue from 17 Tourism SICs



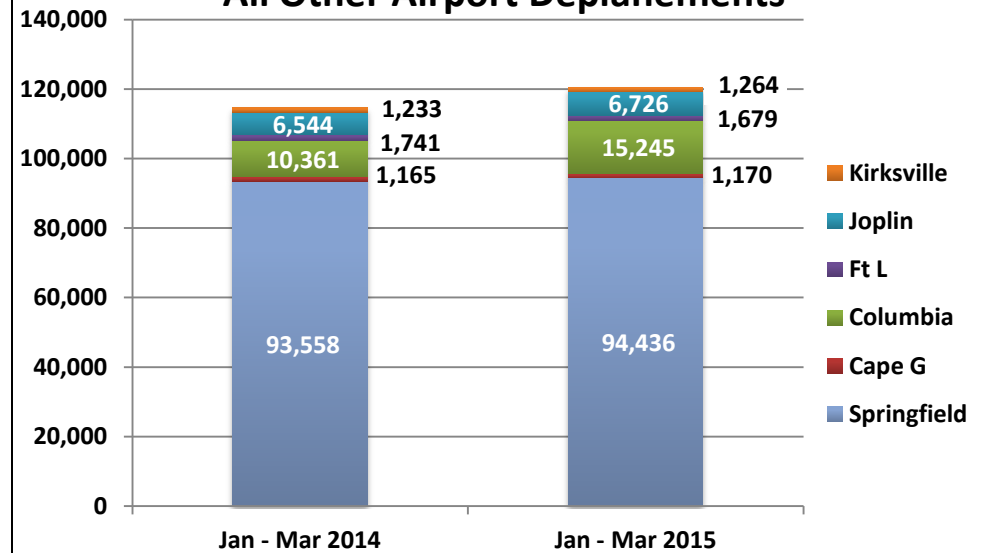
Total Web Visits



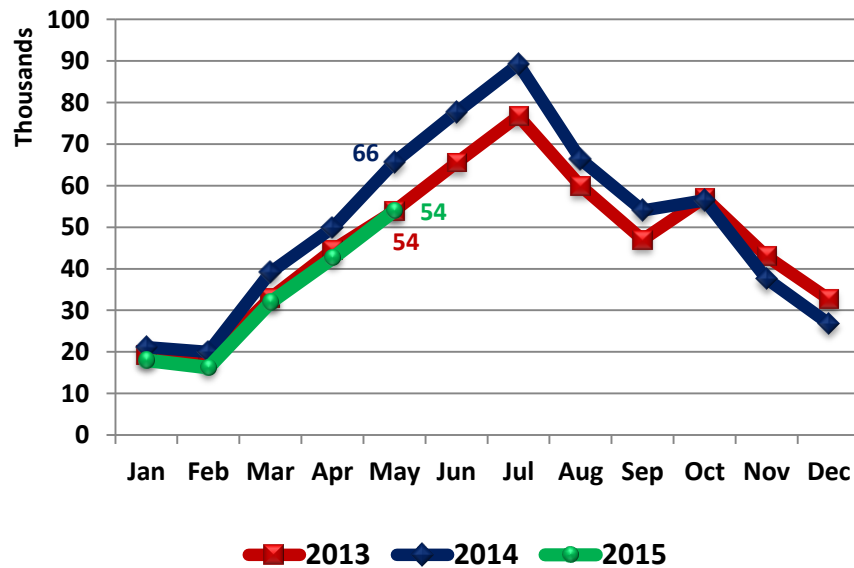
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



CYTD Responses thru May

